

**East Goshen Township
Futurist Committee
May 20, 2021
FINAL Minutes**

Members Present:

Tom Kilburn, Chair; Members: Brian Sweet, Brandon Groff, Jeff O'Donnell

Other Present:

Dave Ware, Staff Liaison; Susan D'Amore, Staff

Call to Order & Pledge of Allegiance

Tom called the meeting to order at 7:00 pm and led the Pledge of Allegiance.

Moment of Silence

Tom called for a moment of silence for all medical personnel that are still dealing with Covid and for the military and first responders in harm's way.

Approval of Minutes

Brian made a motion to approve the minutes from April 15, 2021. Jeff seconded. The minutes were unanimously approved.

Chairman's Report

Tom welcomed Dave Ware as the new Finance Director/Liaison and introductions and individual backgrounds were shared. The next meeting on June 17 was confirmed.

Tom addressed the opportunity to return to in-person versus Zoom meetings moving forward and requested committee opinions. It was agreed that in-person meetings would begin in July.

Survey discussion

Tom began discussion of the current survey results. He suggested individuals review West Goshen's survey and Willistown's survey versus the East Goshen survey for comparison. Both Willistown and West Goshen had higher response rates, but also spent more money, including mail campaigns.

Susan reported that 30% of 1,823 individuals reached via Constant Contact on 4/27/2021 clicked through the survey and 25.8 % of 1207 individuals from 5/8/2021 clicked through. The website showed 110 unique pageviews and 57 entrances from other websites (e.g. Next Door).

Jeff will follow up with Jason for the Facebook results.

The committee had a number of takeaways from the survey data reviewed. Firstly, that ratings indicate that respondents are happy with the current state of the township, which closely aligns with what are considered the 'most important township attributes':

- Overall quality of life
- Feeling of safety
- Quality of parks and recreation programs for all ages
- Quantity and quality of green open space

Simultaneously, the appeal of the township as a retirement location was the least important attribute (18.9%), while more than a third of respondents indicate that they are currently retired...possibly indicating that the township is not a retirement 'destination', but rather a nice place to retire for those already living here. Furthermore, the convenience of local restaurants, shopping and services ranks high on both the most important and least important attribute responses. Brandon suggested that a re-cut of the data based on age could provide more clarity on this issue as well as a few other questions that the survey responses raised. He will provide that new analysis when completed. Lastly, it interested the committee that while 92.6% of respondents indicated a willingness to complete future surveys, only 51.4% indicated a willingness to be added to a mailing list. Overall, the committee felt that the survey provides a solid cross-section of the township's population.

It was agreed that the survey would be sent again via Constant Contact, but maintain its end date of May 31, 2021. ABC members will also be contacted via email to improve responses from committees. Conclusions formed by the Committee should be formalized and presented to the Board of Supervisors. Summarized results will also be posted on the website.

Business Park Task Force Update

Jeff reported that a paper copy of the survey was sent to the business owners. The Task Force has received a few responses. The Task Force members are proactively reaching out to business owners.

Next Meeting

The next meeting is June 17, 2021 @ 7PM.

Meeting Adjournment

Due to there being no further business, the meeting was adjourned at 8:20 pm.

Respectfully submitted,
Dave Ware